

FOUNDATIONS · GUIDELINES

Design
BRAND BOOK

 Blvck Studio

For **GRAPES**

Production **Blvck Studio**

Date **MARCH 2026**

ART DIRECTION

THE ART OF ATMOSPHERE

Your high end home integrator for enduring technological serenity.

Reliable, Privacy, Premium, Modern, Design

PREMIUM

RELIABLE

UNIFIED

CLOUD FREE

TECHNOLOGY

EASY TO USE

Art direction

Your trusted partner for the invisible
orchestration of your home.

At GRAPES, we believe that true luxury is invisible. It lies in the technical integrity of our installations and the flawless craftsmanship of our wiring. We don't just connect devices; we orchestrate a sovereign ecosystem engineered to endure. Doing things right isn't a choice—it's our standard of excellence.

PROMISE

We move beyond "gadgets" to create a singular, responsive entity. Our promise is a home that anticipates your needs without the friction of a thousand apps. It is the perfect integration of light, climate, and sound—unified into one effortless experience.

EMOTION

The feeling of absolute calm. It is the psychological comfort of knowing your data never leaves your walls (Cloud-Free) and the physical ease of a home that breathes with you. It's not just "smart"; it's a sanctuary of total sovereignty.



IMAGINARY

A new era of home intelligence: cloud-free, secure, and entirely your own.



A modern living room interior featuring a large, light-colored sectional sofa, a low wooden coffee table, and a red tufted ottoman. A woman in a white outfit is walking through the room. The background consists of a large, dark wooden shelving unit with various decorative items. A large window on the right side of the room is covered with horizontal blinds. The lighting is warm and ambient, with a modern chandelier hanging from the ceiling.

LOGO

CATEGORY

USAGES

STATE

LOGO

EVERYWHERE

BRUT

grapes



grapes



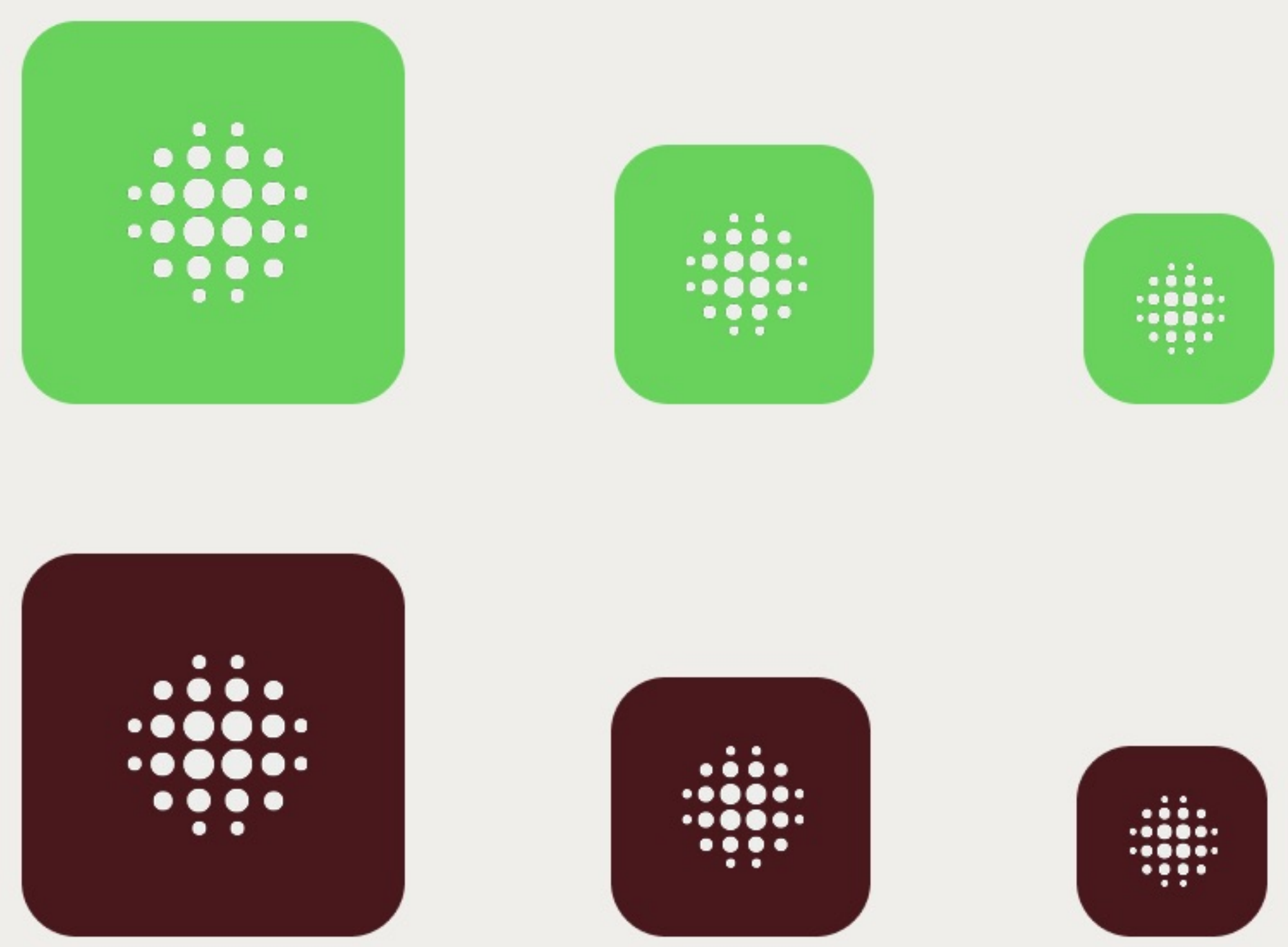
CATEGORY	USAGES	STATE
LOGO	EVERYWHERE	MOOD

grapes 

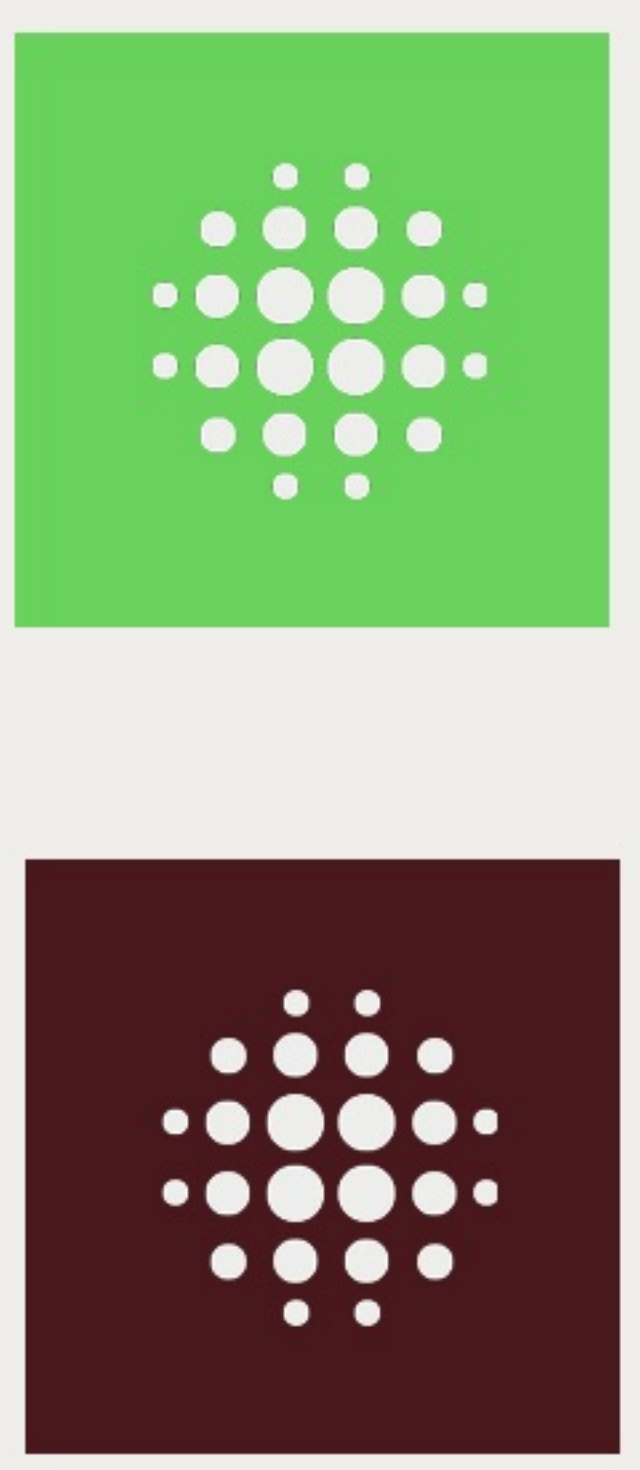


CATEGORY	USAGES	STATE
LOGO	EVERYWHERE	MOOD

MOBILE / INSTAGRAM



FAVICON



CATEGORY

USAGES

STATE

LOGO

EVERYWHERE

MOOD

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grapes

CATEGORY

USAGES

STATE

LOGO

EVERYWHERE

MOOD



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CATEGORY	ELEMENT
LOGO	FONTS

FONT OF THE LOGO

Plus Jakarta Sans

CATEGORY	ELEMENT
LOGO	DON'T

To maintain the integrity of The Art of Atmosphere, the GRAPES logo must be treated with the same precision we apply to our technical installations. Any alteration of its form, color, or surrounding space diminishes the brand's perceived value. We do not compromise on execution; we do not compromise on our identity.

CATEGORY	ELEMENT
LOGO	DON'T

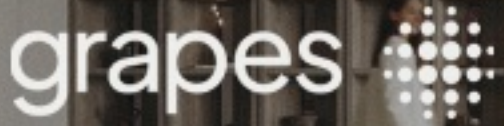
You can use the logo 'title + symbol', 'symbol only', 'text only'. You can use logo in different colors.

Be sure the background is matching with the color of logo.

Don't use green for huge background size.

Let enough space around to let him breathe (at least the height of the logo for white space).

CATEGORY	ELEMENT
LOGO	DON'T

ELEMENTS



CATEGORY

USES

TYPOGRAPHY

WEBSITES, ASSETS MARKETING, SOCIAL MEDIA

PRIMARY TYPEFACE : ZAPF

ZAPF EMBODIES TIMELESS ELEGANCE AND TYPOGRAPHIC MASTERY. EACH CHARACTER IS DISTINGUISHED BY HARMONIOUS PROPORTIONS, WHERE GEOMETRIC PRECISION BLENDS WITH FLUID FORMS. ITS SUBTLE SERIFS AND REFINED CURVES REFLECT ARTISANAL CRAFTSMANSHIP, OFFERING BOTH LEGIBILITY AND CHARACTER. DESIGNED TO INSPIRE CONFIDENCE AND SOPHISTICATION, ZAPF STANDS OUT WITH ASSURANCE, BALANCING VISUAL POWER WITH UNDERSTATED GRACE.

Live differently.

Smart home solutions focused on your privacy.

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z [\] ^ _ ` a b c d e f g h i j k l
m n o p q r s t u v w x y z { | } ~ ¡ ¢ £

SECONDARY TYPEFACE : MAISON NEUE

GILROY IS A CONTEMPORARY GEOMETRIC TYPEFACE THAT COMBINES MINIMALISM WITH VERSATILITY. ITS PRECISE FORMS AND SOFT CURVES GIVE IT A LOOK THAT IS BOTH MODERN AND INVITING. AVAILABLE IN A WIDE RANGE OF WEIGHTS, IT WORKS EQUALLY WELL FOR BOLD HEADLINES AND MORE UNDERSTATED BODY TEXT. ITS CLARITY AND NEUTRALITY MAKE IT AN IDEAL CHOICE FOR CONVEYING A STRONG, CONSISTENT, AND DECIDEDLY CONTEMPORARY BRAND IMAGE.

Step into a sovereign way of living. A deliberate departure from the digital noise, where an uncompromising focus on total privacy meets the seamless, high-end intelligence you deserve. Experience the quiet authority of a cloud-free sanctuary, perfectly orchestrated to serve your life while keeping it entirely your own.

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z [\] ^ _ ` a b c d e f g h i j k l
m n o p q r s t u v w x y z { | } ~ ¡ ¢ £



Tone of voice

THE IDENTITY OF GRAPES IS DEFINED BY EDITORIAL PRECISION: A DESCRIPTIVE AND INTENTIONAL VOICE THAT REVEALS THE ART OF ATMOSPHERE.

An elegant and composed voice, anchored in quiet authority. It suggests rather than proclaims, transforming technology into a fluid, invisible extension of daily life through uncompromised technical integrity.

Every word serves as an invitation into a sanctuary of absolute serenity. We speak of rhythm, sensory comfort, and architectural balance rather than mere technical features, sharing a vision of a truly sovereign home.

The language does not seek to impress through ostentation or complexity, but to reassure through the depth of our craftsmanship. It is an authentic refinement that celebrates the beauty of a space where every element feels naturally in place.

Our promise is not shouted; it is felt through the seamless orchestration of light and movement. It is a tone that echoes the security of a home that instinctively understands its owner, providing enduring peace of mind.

CATEGORY

STATUS

TONE OF VOICE

APPLICATION



Great atmosphere is not a setting. It's an art.

REDEFINE THE SOUL OF YOUR HOME THROUGH INVISIBLE ORCHESTRATION.

Most homes simply house your life. A GRAPES residence understands it. We don't just sell technology; we compose environments where every detail—from the softening of the light to the subtle shift in temperature—is in perfect harmony with your presence.

This is The Art of Atmosphere.

Sovereign Intelligence: Your privacy is the ultimate luxury. In a world saturated with digital noise, your home should remain your most intimate sanctuary. Unlike standard systems, GRAPES intelligence is Cloud-Free. Your data never leaves your walls. You enjoy world-class connectivity with the absolute certainty of total sovereignty. It is peace of mind, without compromise.

CATEGORY	USES
COLORS	WEBSITES, ASSETS MARKETING, SOCIAL MEDIA



NEUTRAL PALETTE

CATEGORY	USES
COLORS	WEBSITES, ASSETS MARKETING, SOCIAL MEDIA

This neutral palette creates a canvas of visual silence, allowing the architecture and the atmosphere to breathe. To this foundation, we introduce Apple green as a deliberate pulse of technological vitality—signifying our Loxone heritage and the dynamic intelligence within the home. This energy is balanced by Mocha, a rich, organic tone reserved for our most sensory offerings. Specifically used to represent our Acoustic Solutions and Bespoke Services, Mocha provides a warm, human resonance that differentiates our craftsmanship from mere hardware. In every composition, the neutrals must dominate, ensuring that the moments of Green and Mocha feel intentional, prestigious, and rare.

VISUALS

A modern office interior with a large window overlooking a city skyline. The room features a long wooden desk with a laptop, a white beanbag chair, and a meeting table with orange chairs. The word 'VISUALS' is centered in the image.

CATEGORIE	USAGES
VISUALS	WEBSITES, ASSETS MARKETING, SOCIAL MEDIA

Customers

Clients are owners of prestigious residences in Malaysia, primarily entrepreneurs and business leaders within the Chinese community. They seek invisible technological orchestration that enhances their property's value without added complexity. Their requirement: absolute reliability and total privacy (Cloud-Free), as the security of their home and data is the bedrock of their peace of mind.

Objectives

Create a sophisticated, editorial visual universe that reflects "The Art of Atmosphere." The goal is to translate Loxone's high-end technicality into an emotional experience of sensory comfort, while showcasing the integrity and Flawless Craftsmanship of the Grapes team.

Rules

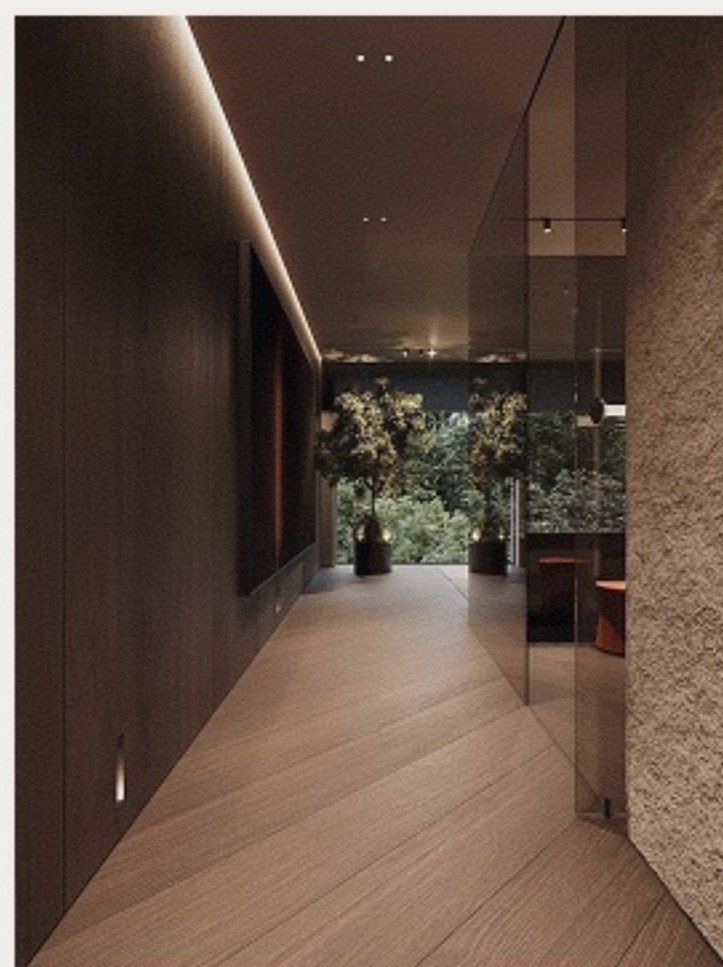
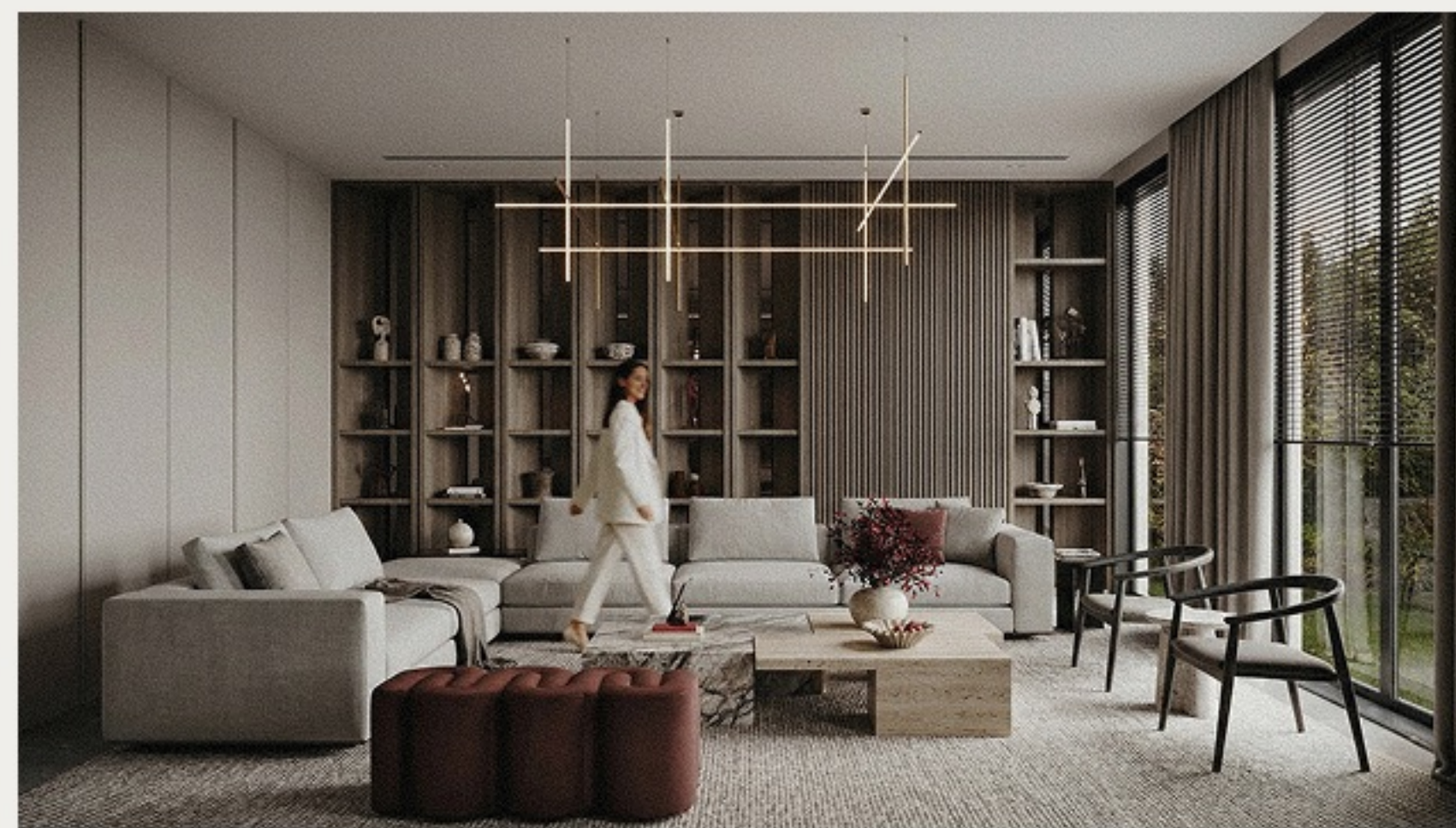
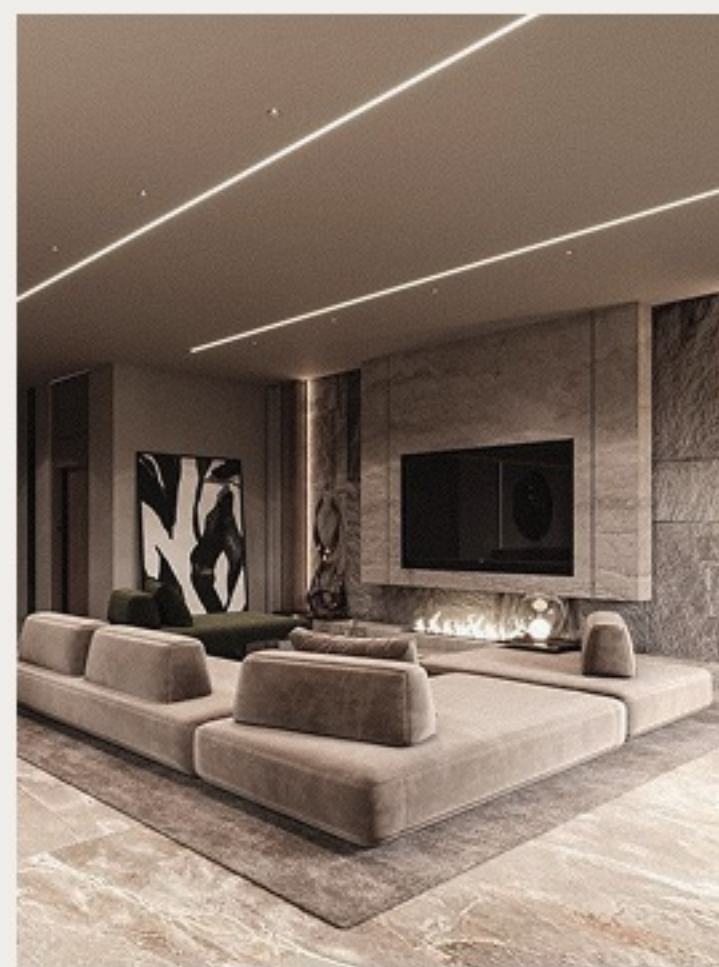
- Colors: Use Mocha to provide a warm, prestigious differentiation from standard tech brands, paired with Apple Green to signal our Loxone partnership and technological dynamism.
- Framing: Cinematic compositions using soft light and shadows to sculpt the space.
- Close-ups: Focus on premium materials and hardware precision.
- **Don'ts: Avoid cold "tech" visuals, cliché blue lighting, or cluttered interfaces that disrupt the harmony of the living environment.**

CATEGORIE

ETAT

VISUALS

APPLICATION

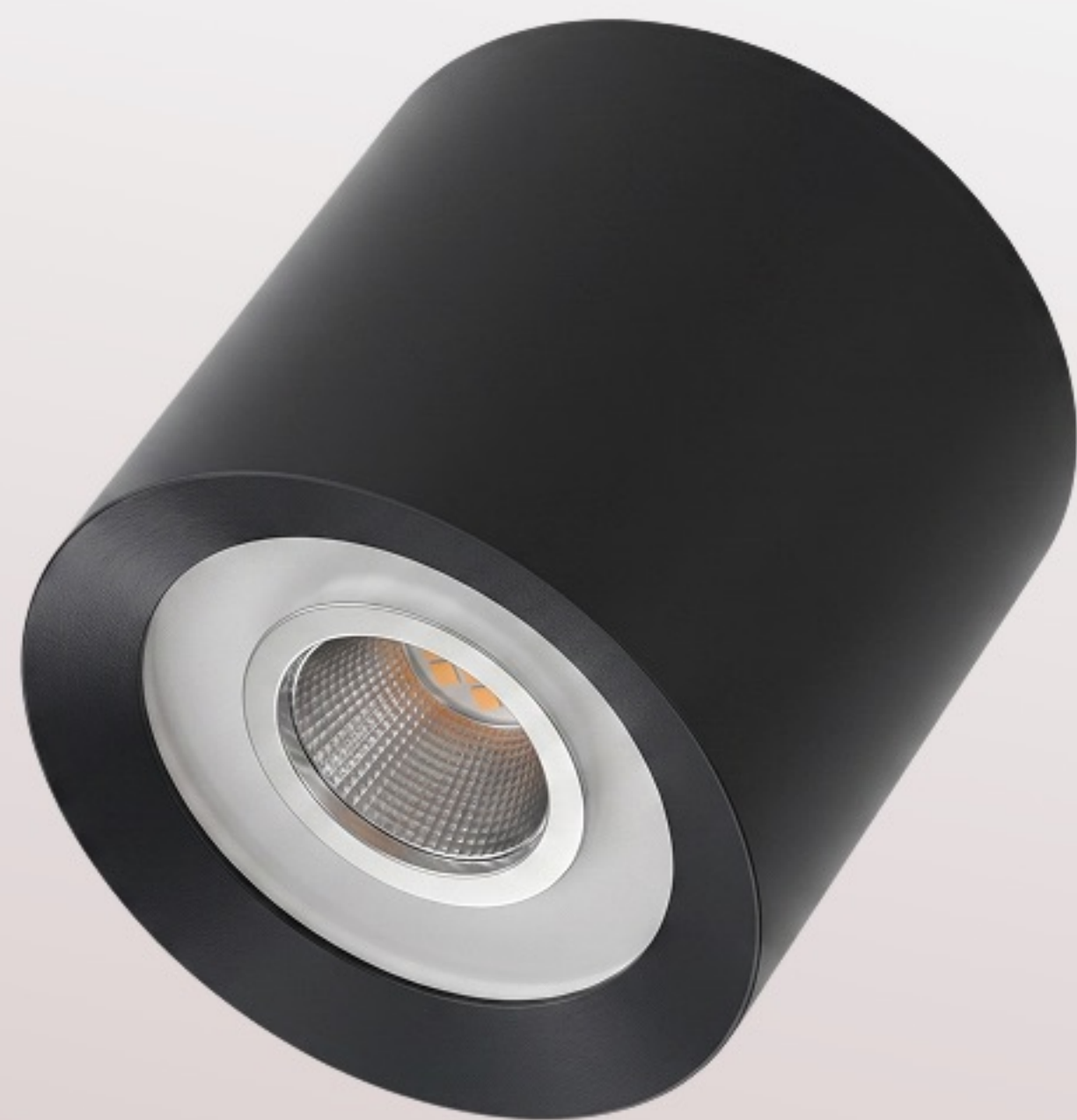


CATEGORIE

ETAT

VISUALS

APPLICATION



CATEGORIE

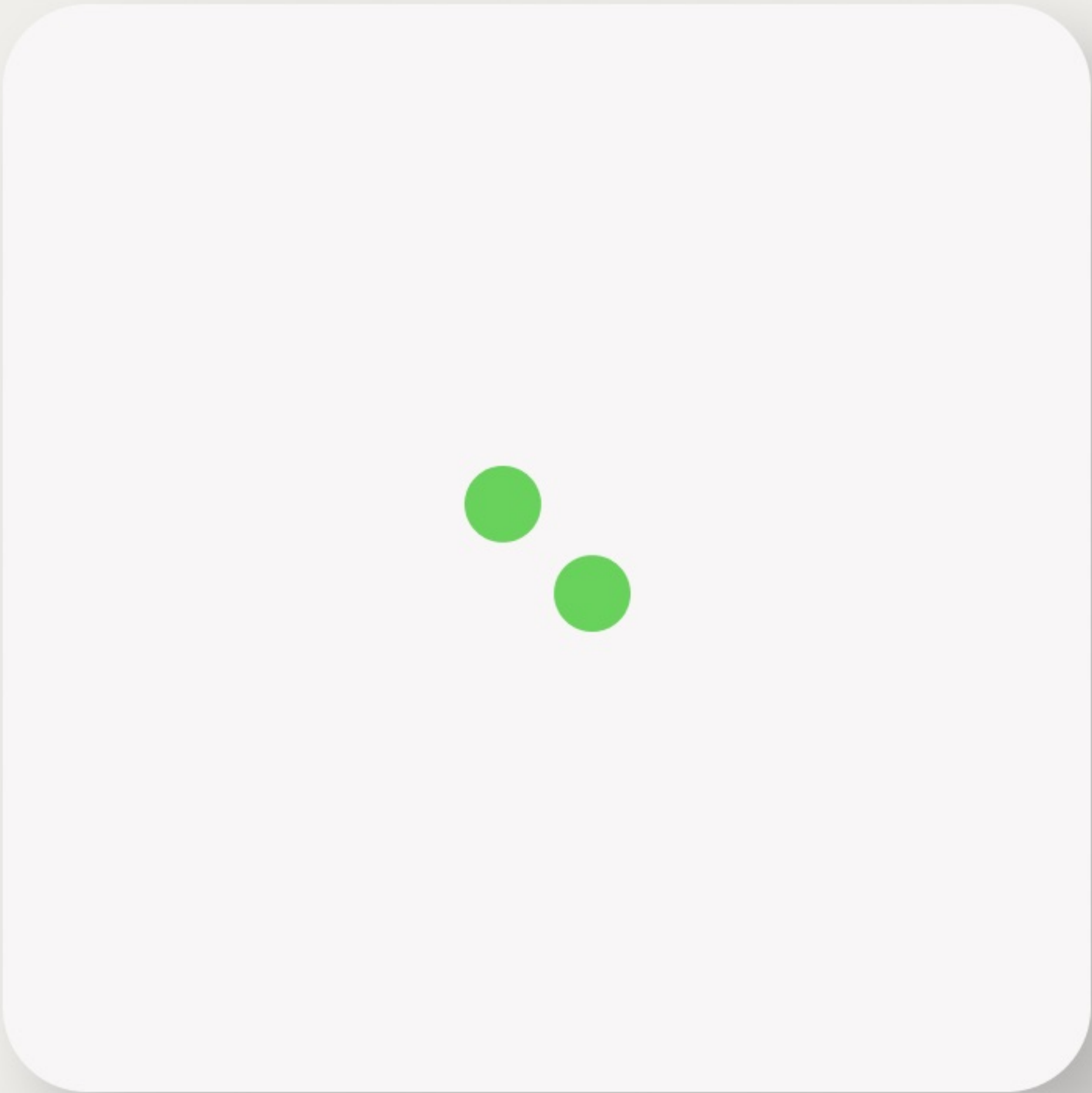
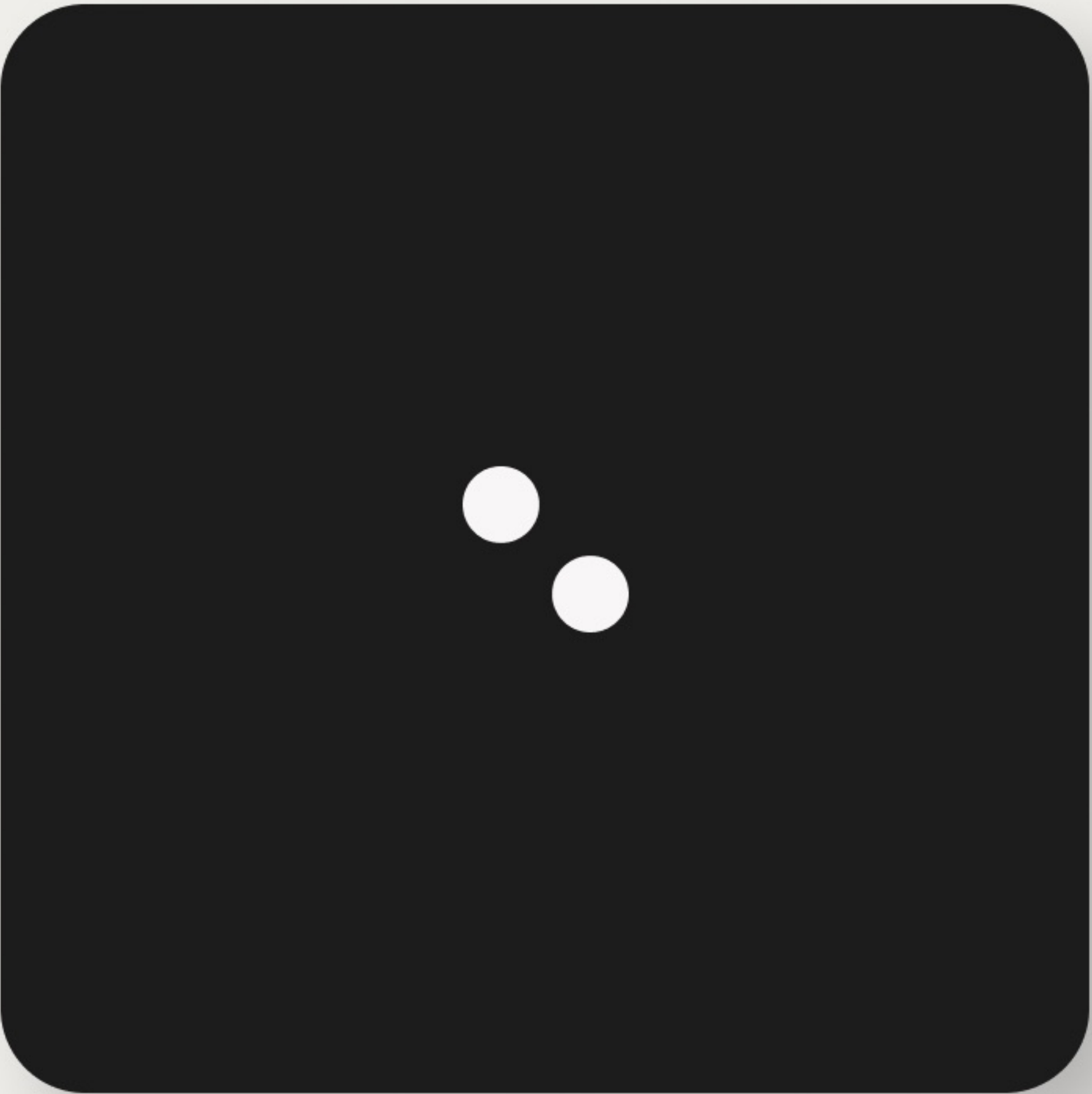
ETAT

VISUALS

APPLICATION



CATEGORY	STATE
SYMBOL	APPLICATION



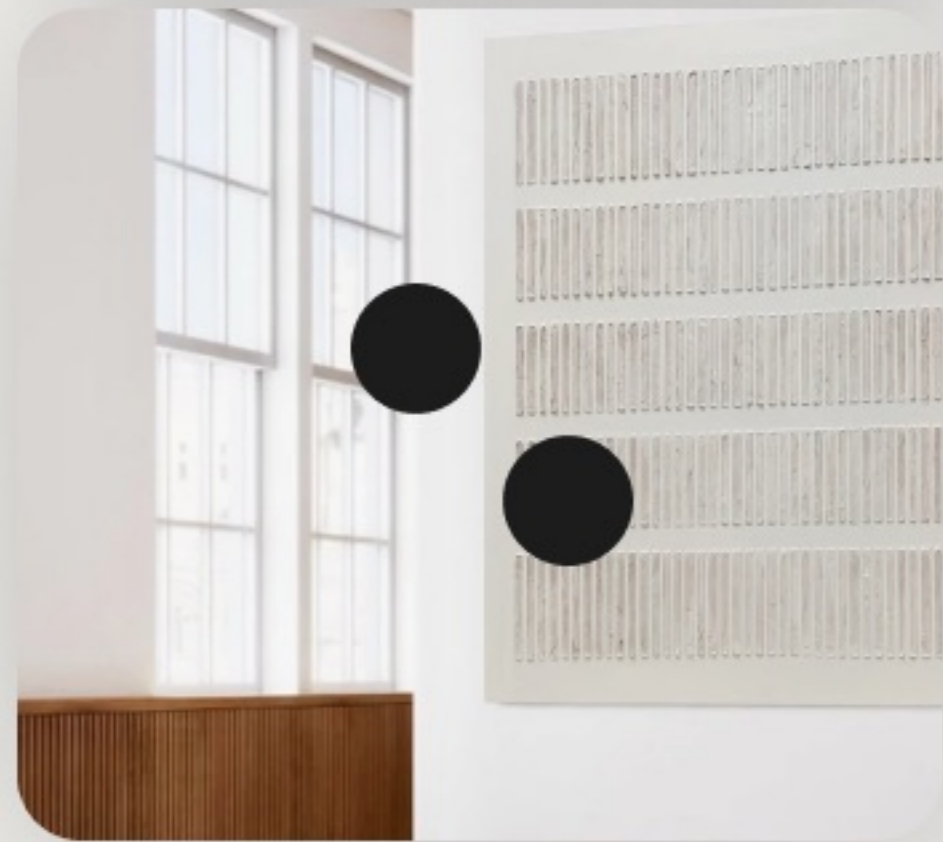
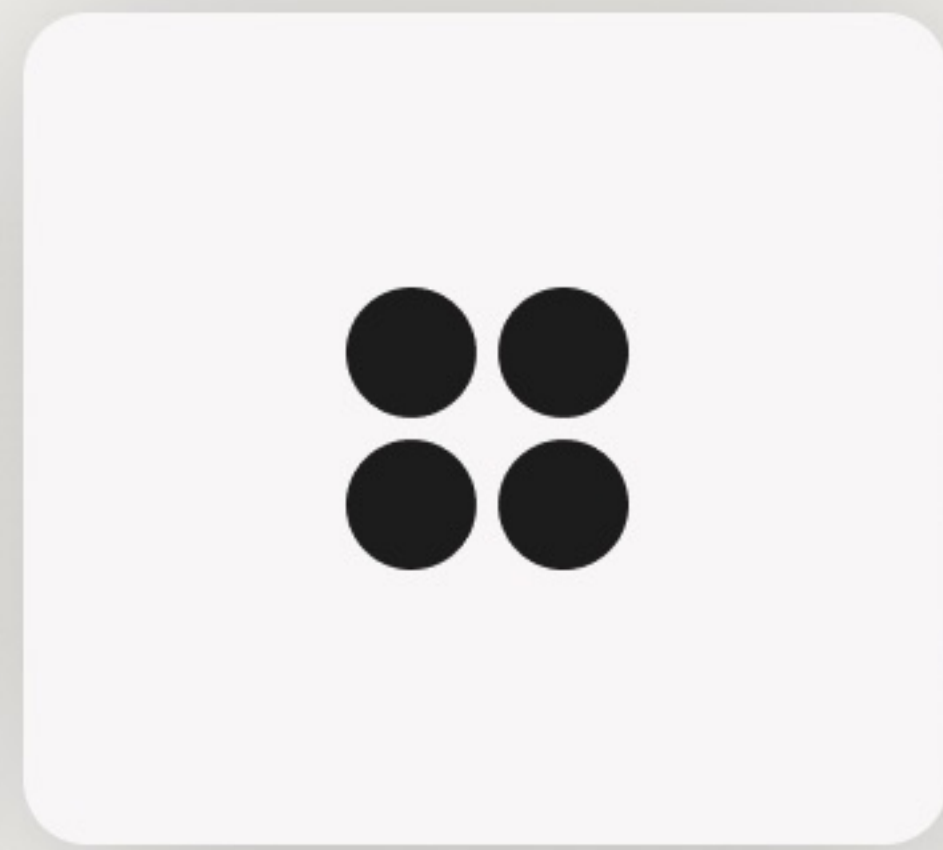
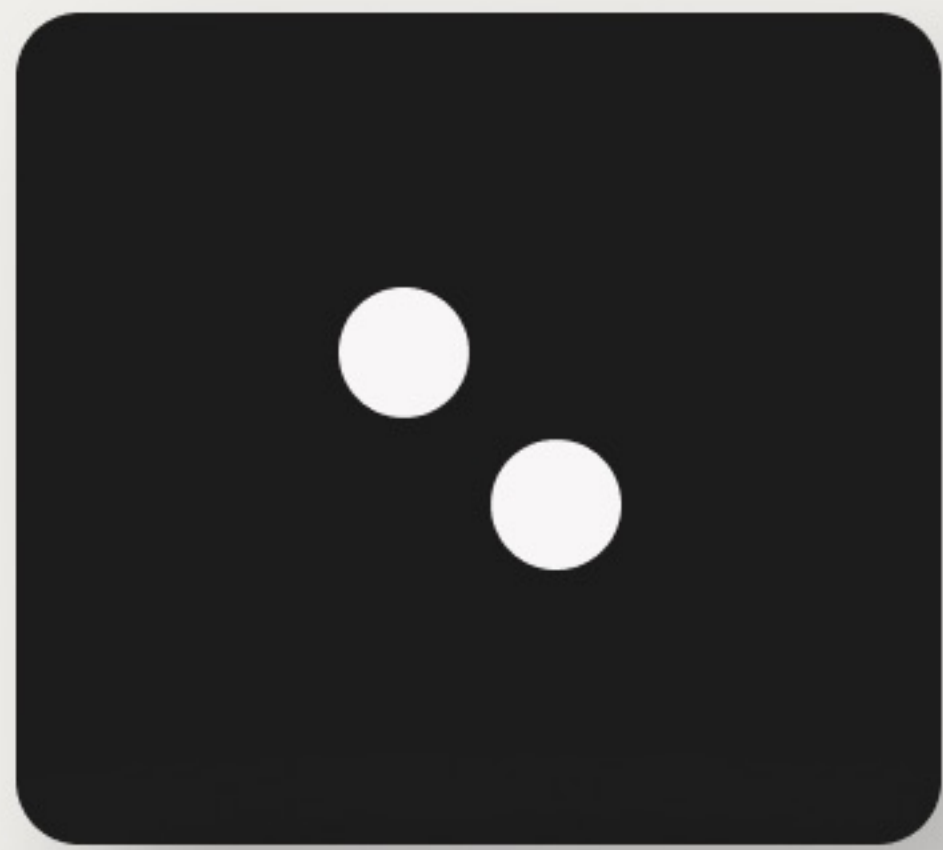
CATEGORY	ELEMENT
SYMBOL	RULES

This symbol is the heartbeat of our visual identity. It represents the "Invisible Connection"—the orchestration of technology that remains hidden but always present. To maintain the Editorial Precision of the GRAPES brand, the symbol must be used as a deliberate anchor, not a repetitive decoration.

CATEGORY	ELEMENT
SYMBOL	RULES

Do treat the symbol as a definitive architectural anchor, ensuring it always maintains its sacred 45-degree diagonal alignment to symbolize fluid, upward connectivity. It should be placed with precision—often as a quiet signature in the corners of a frame or as a final period to a brand statement—allowing it to breathe within ample negative space. Conversely, do not compromise the symbol’s authority by rotating, distorting, or multiplying it into repetitive patterns, which reduces a mark of sovereignty to mere decoration. Never allow the symbol to compete with "noisy" backgrounds or cluttered imagery; if the visual atmosphere is compromised, the symbol loses its power as a beacon of flawless craftsmanship. Respecting these boundaries ensures the mark remains a sophisticated signal of technical integrity and enduring serenity.

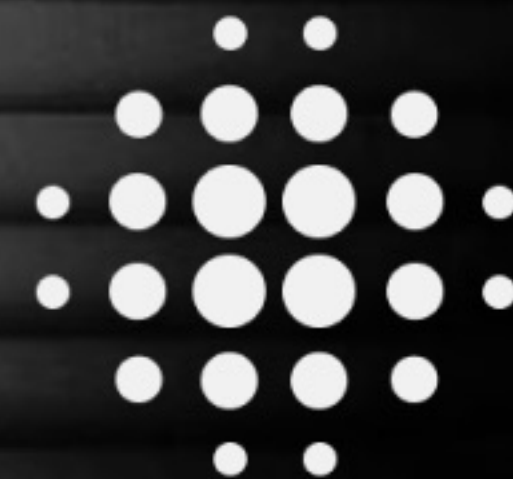
CATEGORY	ELEMENT
SYMBOL	DON'T



USAGES



Grapes



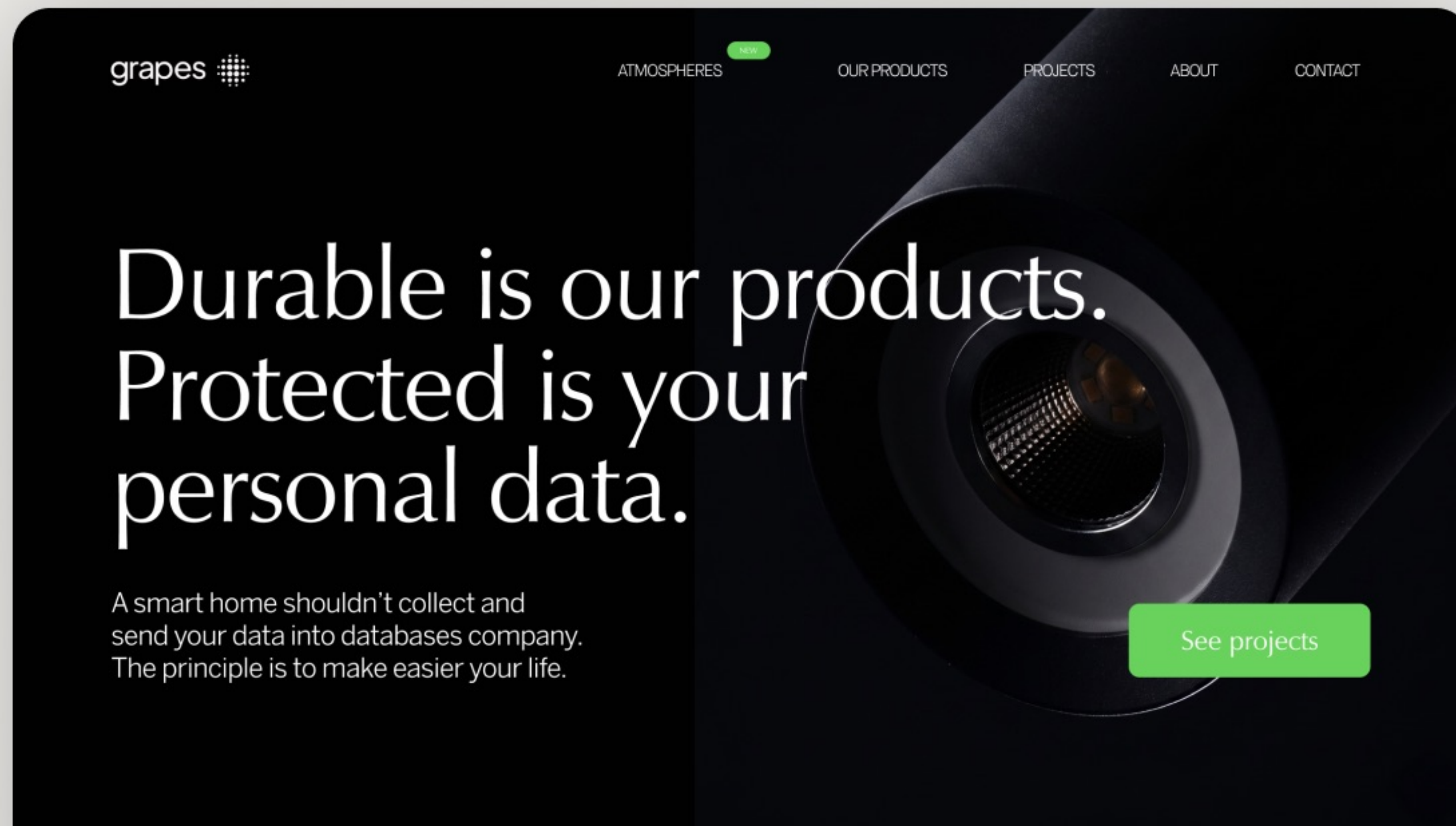
CATEGORIE

ETAT

DO

APPLICATION

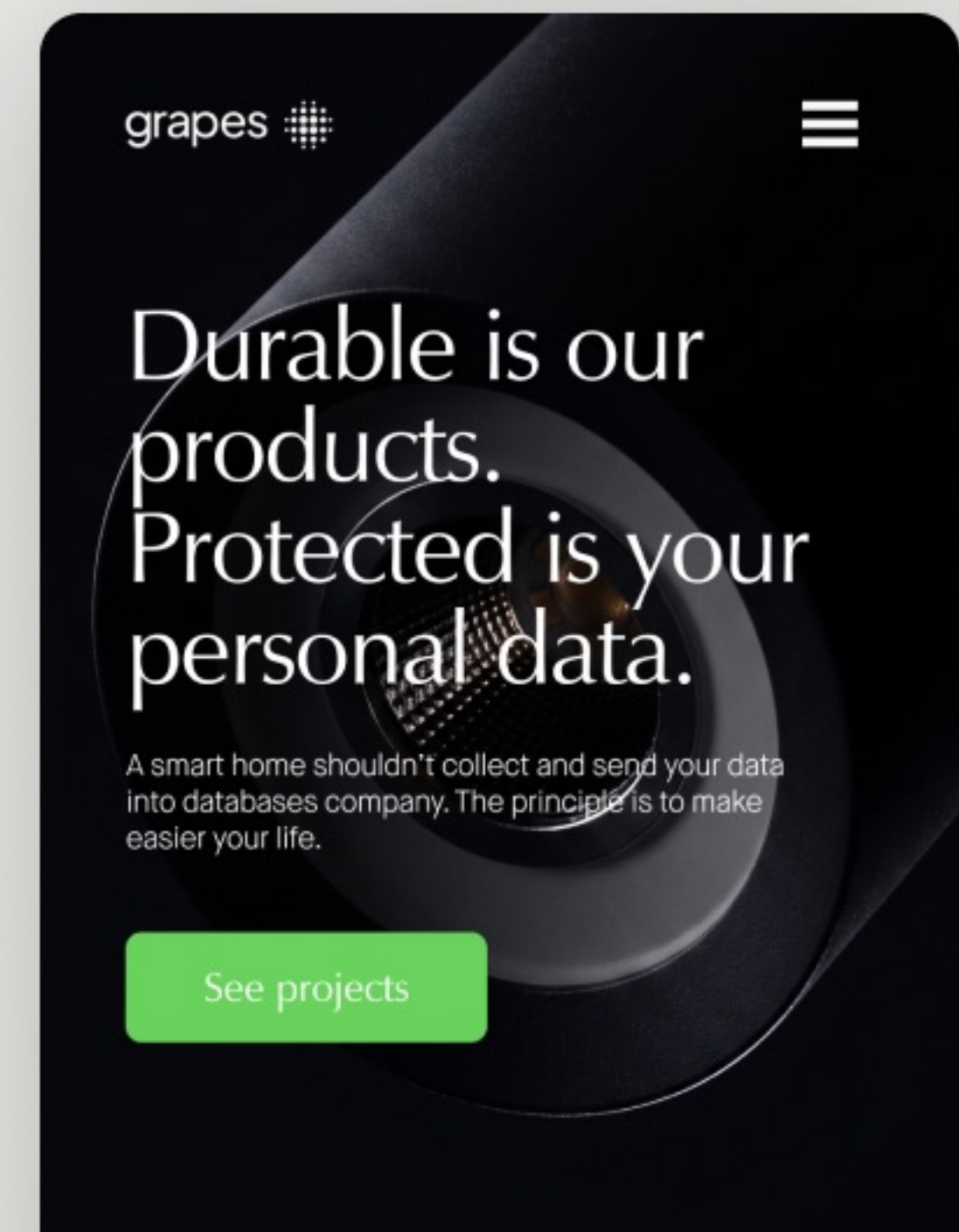
Site internet



Loxone
products

+10 years
experience

Your data
preserved



Loxone
products

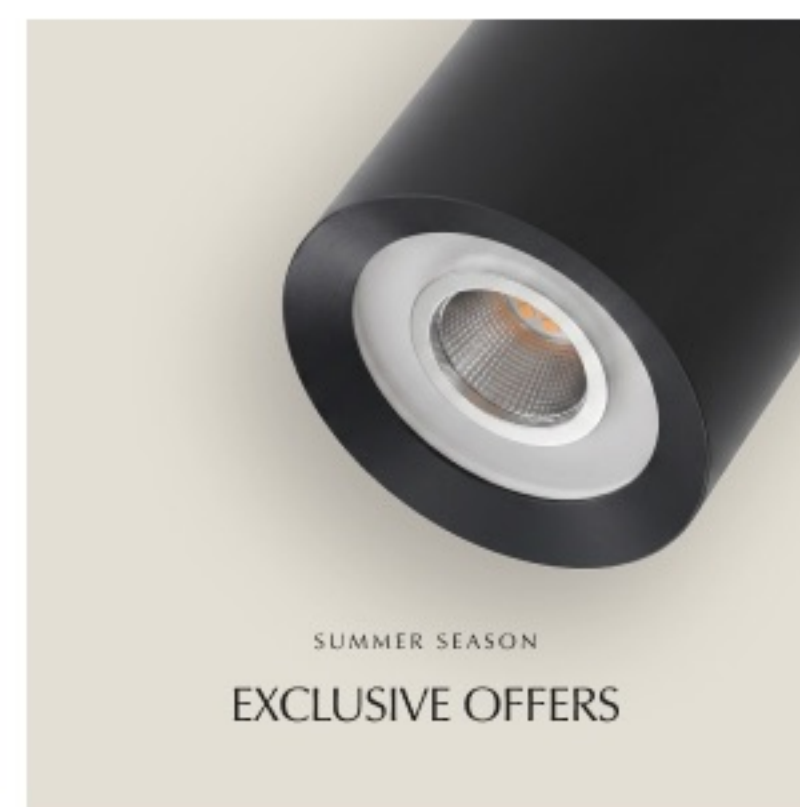
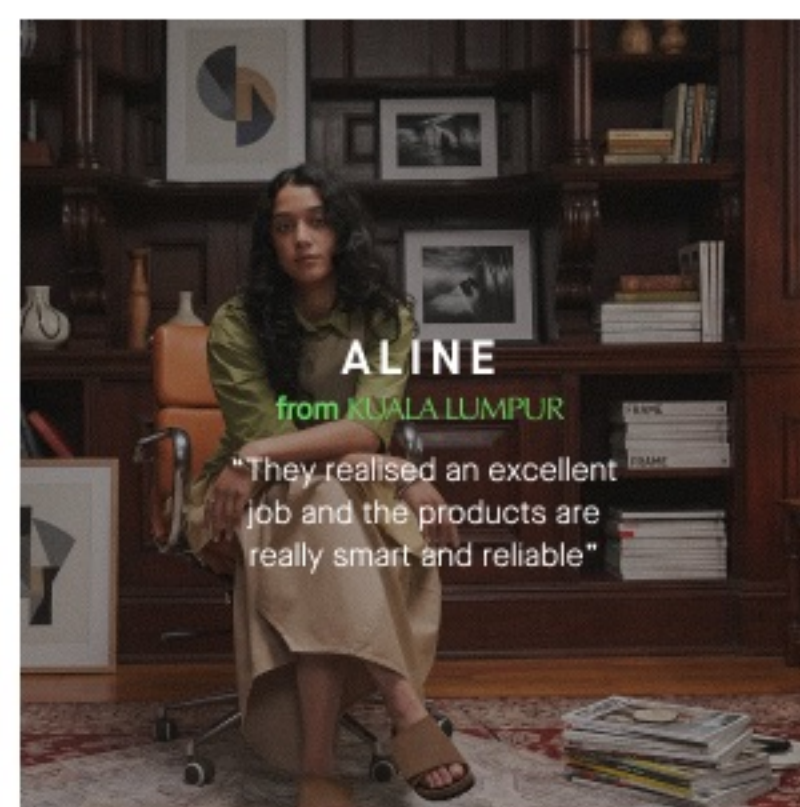
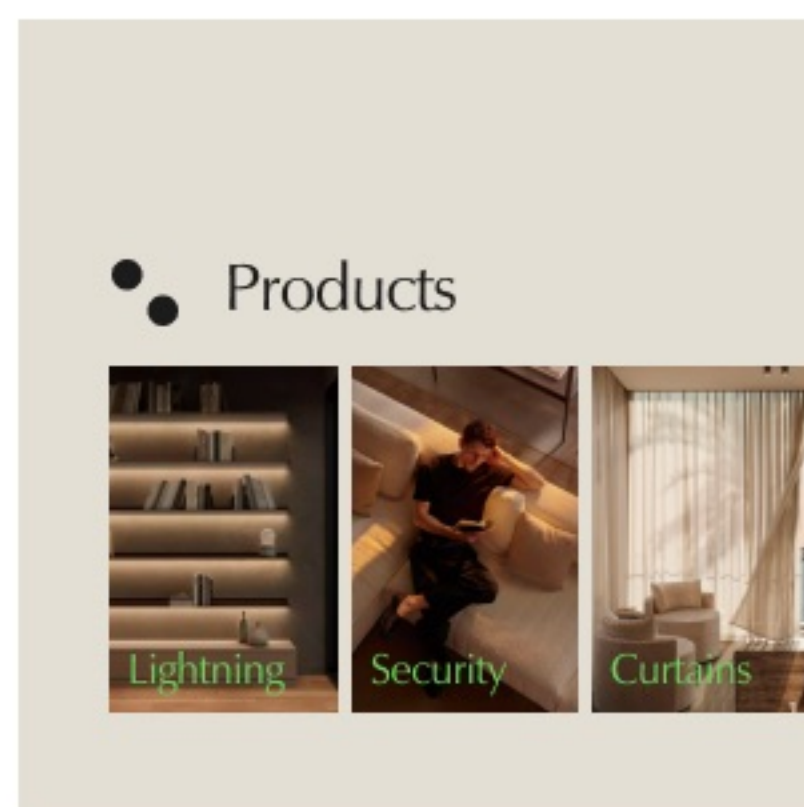
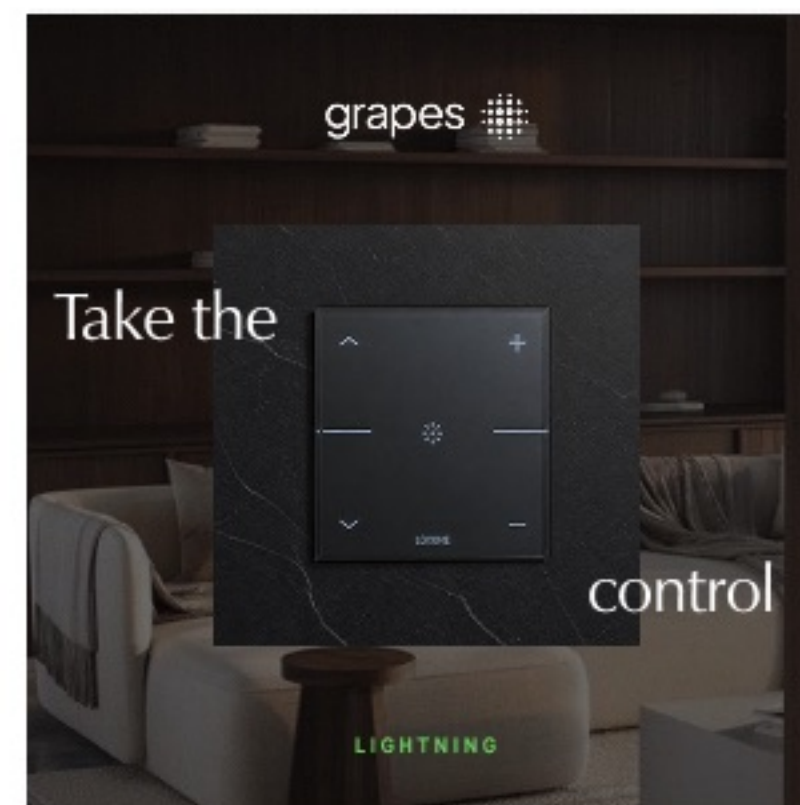
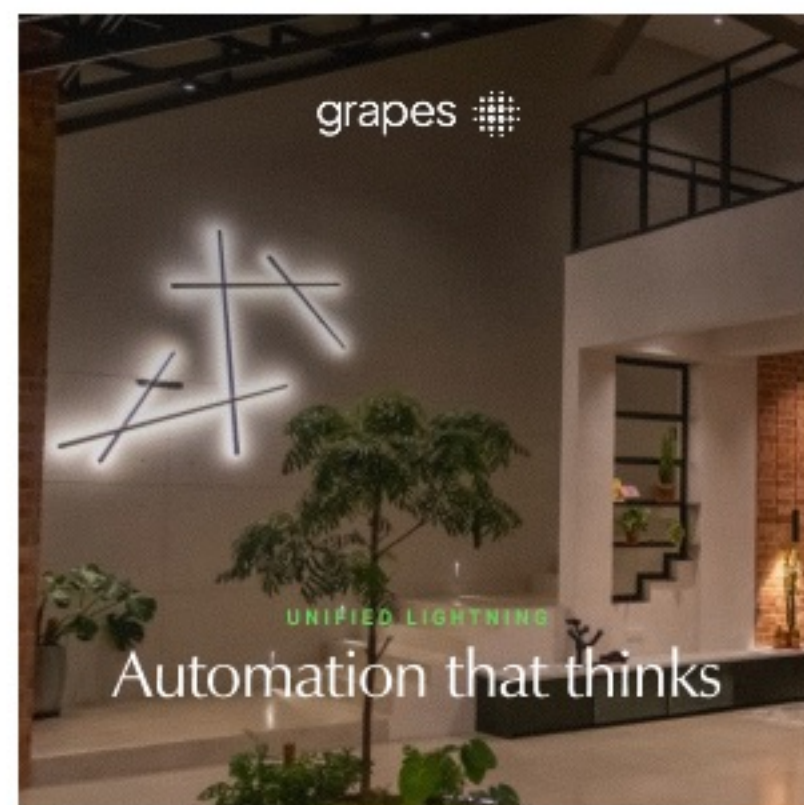
CATEGORIE

ETAT

DO

APPLICATION

Social



CATEGORIE

ETAT

DO

APPLICATION

Logo

grapes 

grapes 

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CATEGORIE

ETAT

DO

APPLICATION

grapes 

Apparel for
HQ employees

V1



CATEGORIE

ETAT

DO

APPLICATION

grapes 

Apparel for
HQ employees

V2





CATEGORIE

ETAT

DO

APPLICATION

grapes



Apparel for technicians



THE ART OF



ATMOSPHERE











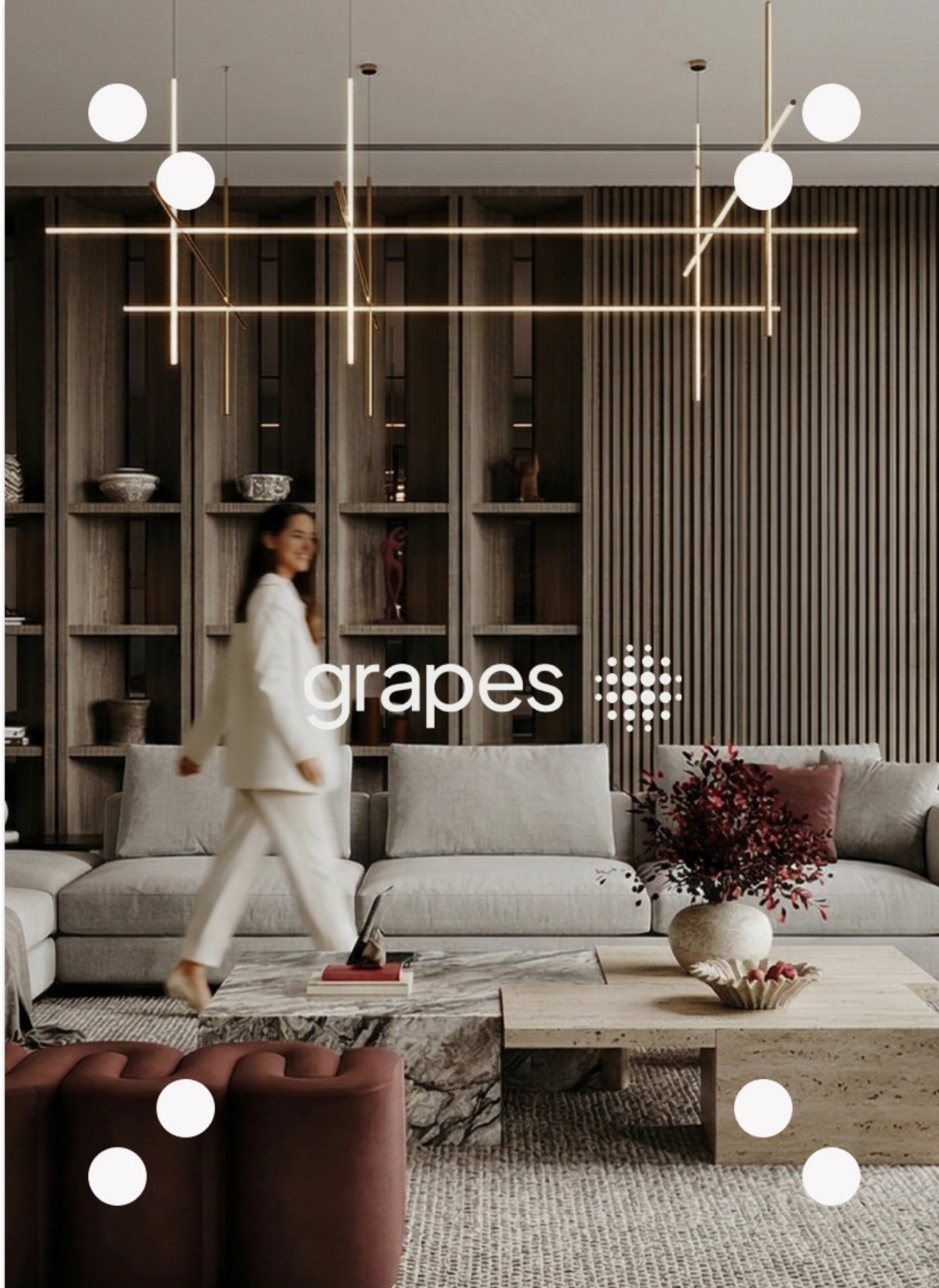


grapes 

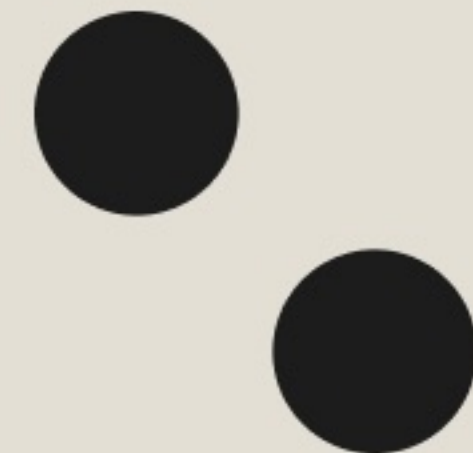
AUTOMATION

INVISIBLE TECH.
ABSOLUTE SERENITY.

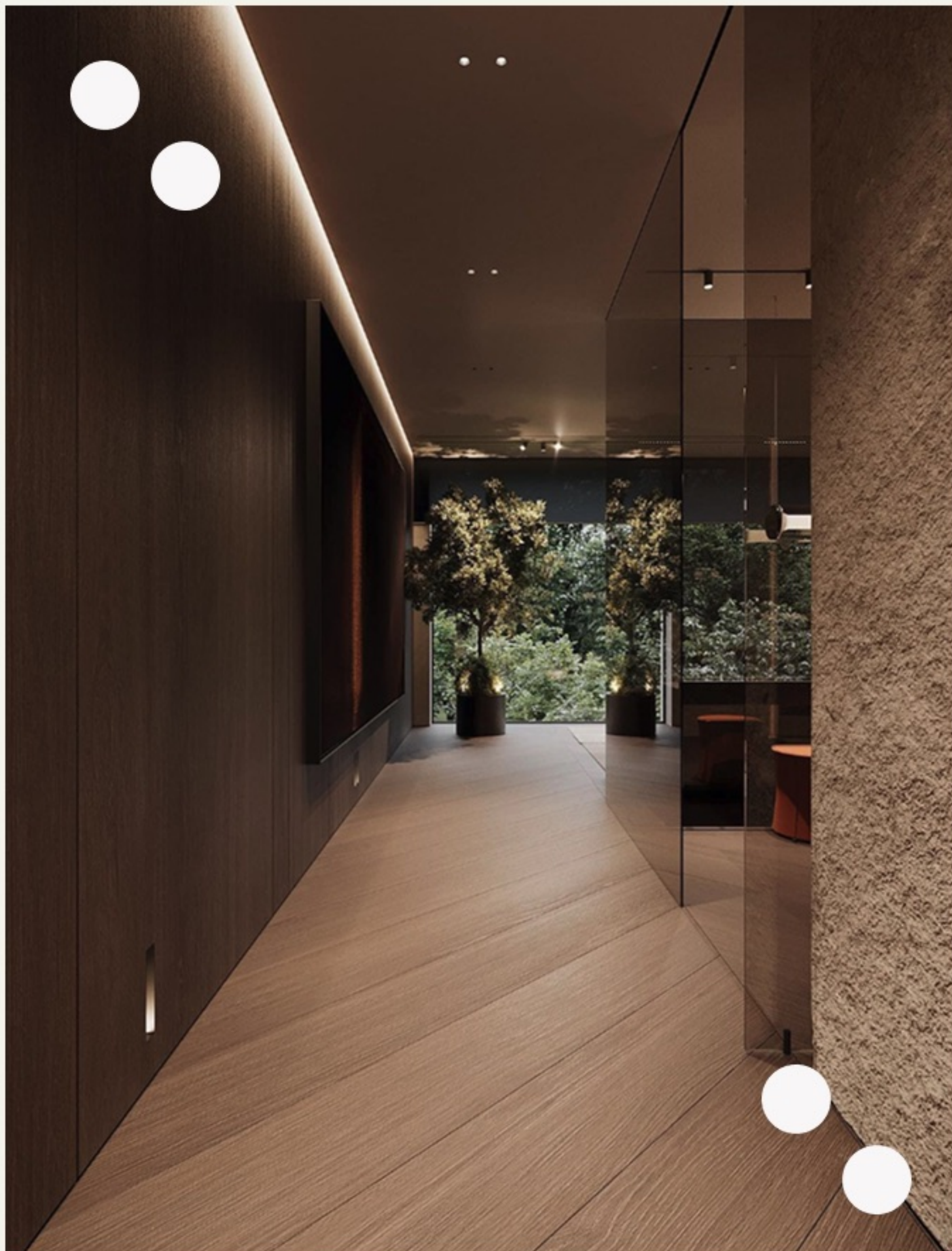
YOUR PARTNER FOR
SMART AUTOMATION



Grapes Automation



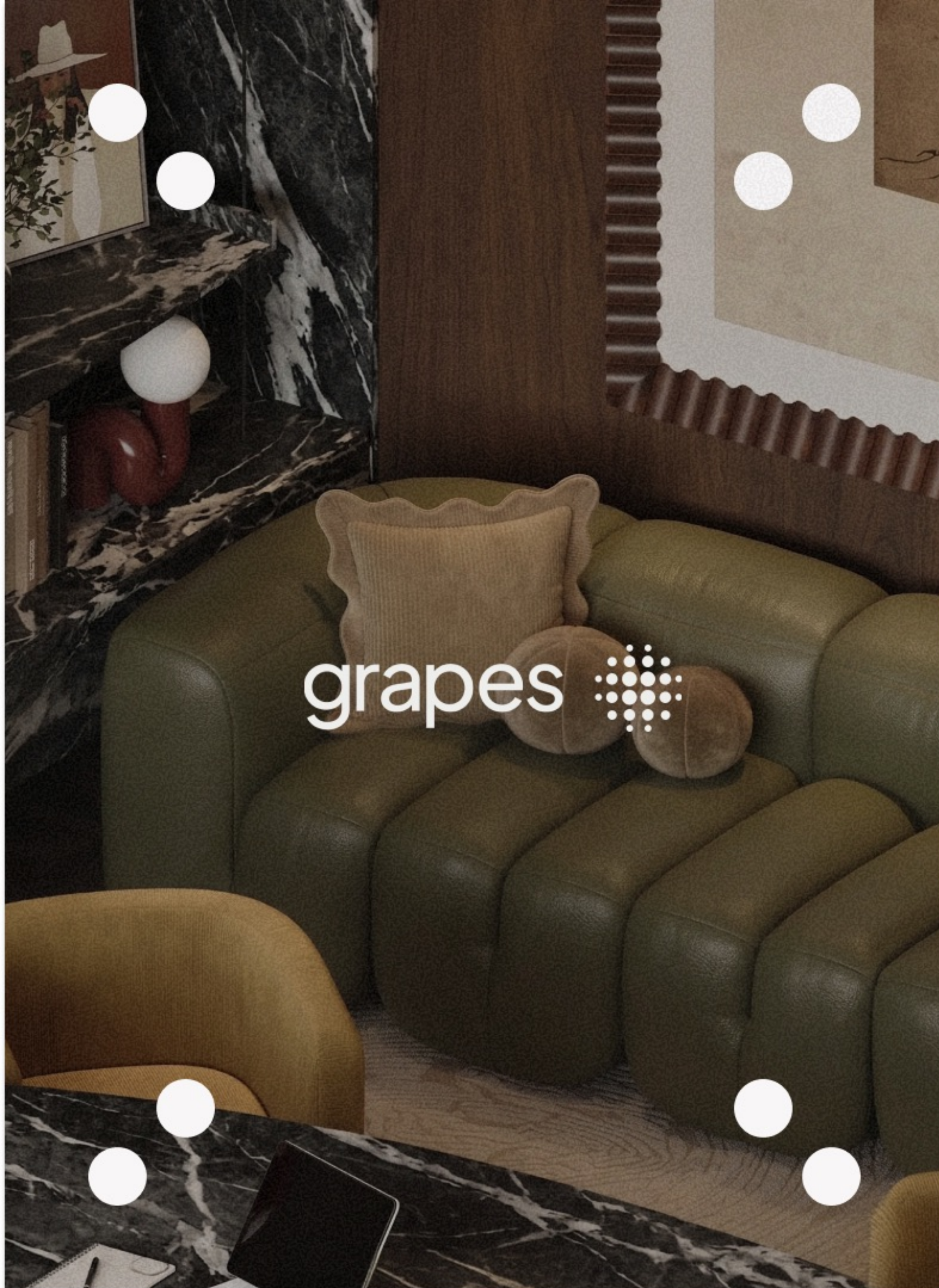
LIVE DIFFERENTLY.
WITH SERENITY.



A new era of home intelligence.

GRAPES AUTOMATION

- Tarif avantageux, toute l'année
- Welcome kit offert
- -10% sur les services Relaxation et produits Fei Paris
- Accès prioritaire sur une sélection de restaurants



GRAPES AUTOMATION

A new era
of home •
intelligence.

CATEGORIE

ASSET

MARKETING

BUSINESS CARD

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SMART HOME AUTOMATION

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CATEGORIE

ETAT

DO

APPLICATION

Logo

GREEN REPRESENTS THE NEGATIVE SPACE (EMPTY SPACE) THAT SHOULD SURROUND THE LOGO, ALLOWING IT TO "BREATHE."
THE BLACK SQUARE IS THE SAME HEIGHT AS THE LOGO.



grapes 

INVOICE

N° 2025-104

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KUALA LUMPUR

PROJECT:
BUNGALOW MEMPHIS

EDWARD NORTONS
25TH AVENUE
NEW YORK CITY



THANKS